Note for Young, Tracy

From: Kuffler, Marc

Date: Fri, May 5, 1995 3:14 PM

Subject: RE: DP For Van Program

To: Schneidman, Eileen

Cc: Berner, Vicki; Gross, Deane; Young, Tracy

Sorry, should have explained before sending:

It is an IS Internal document that needs to be signed by the customer (probably Piskor and Ina) and a whole bunch of IS people (usually directors). It serves three purposes:

1. To make sure the customer (Brand) is serious and understands that this project is happening and that we will require some $$$ (and the time of some people in the business organization) to do whatever it is that we are being asked to do.

2. It is the basic (and I stress basic) contract between IS and the customer. Outside of the very basic overview that happens, it let's the customer (that's you, Steve and Tracy) know that IS will be charging you for something and at the end of the charging there will be a deliverable. In this case, my time and project leader time (as well as travel and maybe a computer). The big dollar payments (the millions that it will take to develop and execute the project) will still come in the form of PO's to Brand (it was decided early on by a director that a $20+ million transfer will throw off the IS Budget).

3. It let's a whole bunch of people in IS know what is happening inside of the business organization.

It does not approve technology. Senior management doesn't often see it unless the IS chargeback figure is in the millions of dollars.

The term "Virtual Reality" was really used as a general metaphor for some kind of "surround experience". Be glad to change it for you to whatever you want.

Have a great weekend!

Marc

From: Schneidman, Eileen on Fri, May 5, 1995 2:15 PM
Subject: FW: DP For Van Program
To: Kuffler, Marc
Cc: Berner, Vicki; Gross, Deane; Young, Tracy
File(s): VPI.DP

Marc,

Geez. I've never seen a document like this and need some explanation:

1) Does this person approve budget, technology or both?
2) Who is this document distributed to, and who approves?
3) I'm surprised you included "virtual reality" as the end goal. Isn't that dicey considering we don't want to get into this arena (yet) and the 5/95 plan is for 3-D/interactive experience.

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Frankly, Nancy is not comfortable with virtual reality and I don't know if it should appear on what seems to be a "high level" document.

Your thoughts? Eileen 2041136362

From: Kuffler, Marc on Thu, May 4, 1995 11:11 PM
Subject: DP For Van Program
To: Ballenger, Liz
Cc: Harkins, Brian; Johnston, Jerry; Schneidman, Eileen; Webber, Chris
File(s): VPI.DP

Hi Liz,

This DP is almost ready for liftoff, would like to circulate for signature next week. It is for the Marlboro Van Program. Wanted to send it to you first so you could give it the "once over". Please let me know what you think.

Thanks,

Marc

2041136363